Mediated Minds Conference, University of Cincinnati, Blue Ash April 19, 2019

Applying Agenda Setting and Framing to Examine the Effects of Social Media

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Abstract — In this presentation, I will explain the effects of social media through framing and agenda setting with the goal of increasing awareness of these influences.

I.   INTRODUCTION

Social media gives the media a platform to agenda set and frame their ideas which influences how the message is understood and what the audience takes away from it after exposure. Framing and agenda-setting help us understand the manipulation of the media on social media. The audience on social media is only being shown certain aspects and being told what to believe- if you don't see past these influences then you can't make an educated opinion on the matter.
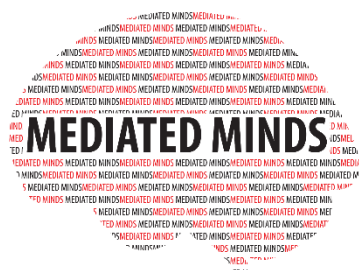
II.   FINDINGS

The major point of my research is emphasizing that social media influences the audience more than print or broadcast media does through agenda setting and framing. The media now has more freedom and a larger platform to reach the audience. The more exposure to social media, the more we are being influenced.

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The Agenda Setting and Framing Effects of Social Media

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Abstract

Social media gives the media a platform to set the agenda and frame their ideas, which influences how the message is understood and what the audience takes from it after exposure. Agenda-setting and framing help us understand the manipulation of the media on social media. The audience on social media is only being presented with certain stories and being shown certain aspects. If we are unable to past these influences then we cannot make an educated opinion.

Agenda Setting

Agenda setting investigates how the media present specific stories for the viewers to think about. The media tells us what they think is important. They are able to direct the audiences attention to a specific issue. The more frequent a story is appearing on social media, the more important the issue is believed to be.

Framing

Framing is when the media constructs a message in a certain way so it is understood by the audience. This can occur by leaving out important details or emphasizing certain details so one side looks favorable. The media is able to create frames on social media by only posting certain facts of the story and not giving the full content. By doing so, they are highlighting only one side of the issue.
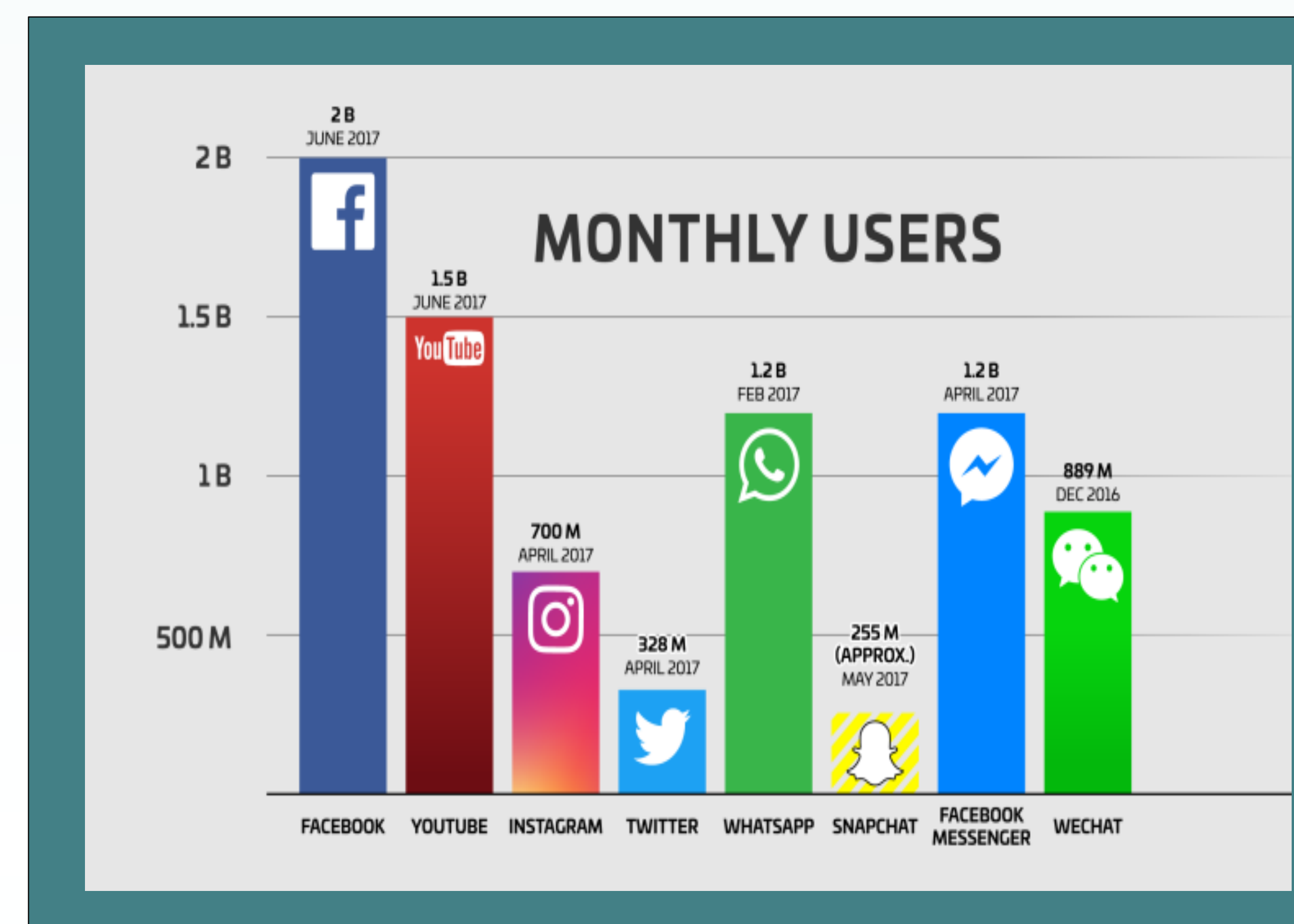
Social Media

There is 2.77 billion social media users around the globe. Social media has become a platform to share news, interact, and entertain. Due to a high number of users, media effects are more present on social media. Agenda setting on social media leads to a bias audience. The audience tends to think that issues are more important because of the amount of exposure it receives. With multiple users, social media can be overloaded with 'framed' news. Framing on social media leads to controversy and conflict.

MONTHLY USERS

- 2 B JUNE 2017 FACEBOOK
- 1.5 B JUNE 2017 YouTube
- 700 M APRIL 2017 INSTAGRAM
- 328 M APRIL 2017 TWITTER
- 1.2 B FEB 2017 WHATSAPP
- 255 M (APPROX.) MAY 2017 SNAPCHAT
- 1.2 B APRIL 2017 FACEBOOK MESSENGER
- 889 M DEC 2016 WECHAT

HEALTH REFORM 2020

Agenda Setting Example:
- Reform of health care exposure on social media through news outlets.

Framing Example:
- Video posted on social media from CNN of the student from Covington Catholic High School.

Conclusion

Understanding agenda-setting and framing help us understand the media's influence on the audience. These theories help us understand the manipulation on social media. Agenda setting helps the audience understand what is being emphasized due to the exposure it is receiving. Although not all agenda setting and framing have a negative effect, in many cases, framing is the only way to grab the audience's attention because we only consume the media we want.

Due to the incredible increase in social media usage, the more the media are being used to influence the audience. If we are more aware of how the media works, we will be able to better prevent the possible negative effects.

Number of social network users worldwide from 2010 to 2021 (in billions)

2010	2011	2012	2013	2014	2015	2016	2017	2018*	2019*	2020*	2021*
0.97	1.22	1.4	1.59	1.91	2.14	2.28	2.46	2.62	2.77	2.9	3.02

Source
eMarketer
© Statista 2019

Additional Information:
Worldwide; eMarketer; 2010 to 2017